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THE AMERIKA-HAUS BOOKMOBILE PROGRAM

Part III: Appendix

Report No. A-13

Series No. 3

June 12, 1957

UNCLASSIFIED

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RESEARCH STAFF

UNITED STATES INFORMATION SERVICE

AMERICAN EMBASSY, GERMANY

"Did you on visit the bookmobile for the first time or had you been here before?"

Total Visi- tors' Sample %	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
4	1	*	4	4	3	1	-	6	5	6	4	5	5	2	3	6	4
<u>96</u>	<u>99</u>	<u>100</u>	<u>96</u>	<u>96</u>	<u>97</u>	<u>99</u>	<u>100</u>	<u>94</u>	<u>95</u>	<u>94</u>	<u>96</u>	<u>95</u>	<u>95</u>	<u>98</u>	<u>97</u>	<u>94</u>	<u>96</u>
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
88	92	92	93	91	93	90	94	73	85	95	86	91	80	96	83	87	93
9	2	5	7	6	4	10	3	24	13	4	14	4	9	3	13	5	5
1	-	-	*	-	-	-	3	1	1	-	*	1	3	-	1	2	1
*	*	-	-	-	-	-	-	-	-	-	*	1	*	1	-	-	-
*	-	-	-	-	-	*	-	-	-	-	-	1	-	*	-	4	-
*	-	*	-	-	-	-	-	-	1	-	-	-	-	-	-	3	-
<u>2</u>	<u>6</u>	<u>3</u>	<u>*</u>	<u>3</u>	<u>3</u>	<u>*</u>	<u>-</u>	<u>2</u>	<u>-</u>	<u>1</u>	<u>*</u>	<u>2</u>	<u>8</u>	<u>*</u>	<u>3</u>	<u>2</u>	<u>1</u>
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

"As a rule, approximately how often do you visit the bookmobile? For example, how often did you visit it during the past 12 months?"

Every time it was in town
Every second time it was in town
Every third time
Every fourth time
Every fifth time
Never
No opinion

*Less than one half of one per cent.

"Do you nowadays visit the book-mobile more often or less often than in the past? (Much more often or much less often?)"	Total Visi- tors, Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaiserslautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
Much more often	1	1	1	1	*	1	-	2	2	3	-	-	2	-	1	2	2	1	-	1
More often	2	1	3	1	4	1	-	2	4	3	1	1	1	3	3	5	2	3	1	1
As often as before	88	86	85	95	89	93	89	90	91	91	89	91	73	89	89	88	72	87	86	92
Less often	3	9	5	1	3	4	4	4	*	1	8	5	2	2	6	2	3	3	5	4
Much less often	1	1	2	1	*	*	*	1	*	1	1	1	-	1	-	1	2	1	5	1
Don't know	5	2	4	1	4	1	7	1	3	1	1	2	22	5	1	2	19	5	3	1
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
"Do you remember when you visited the bookmobile for the first time?"																				
In 1956	29	43	14	28	26	90	25	25	16	21	29	16	20	31	35	23	21	18	33	32
In 1955	24	18	25	22	41	5	23	20	14	17	30	30	33	30	29	31	20	20	24	32
In 1954	23	12	31	27	16	4	30	23	23	26	29	22	33	26	20	30	19	28	13	18
In 1953	13	9	16	17	10	1	18	16	17	19	7	19	10	9	4	13	17	10	12	15
In 1952	5	6	12	3	4	-	2	6	14	6	1	6	3	1	7	*	10	13	8	2
In 1951	3	6	*	2	*	*	1	5	11	4	1	6	-	2	3	-	9	10	4	-
Cannot remember	3	6	2	1	3	-	1	5	5	7	3	1	1	1	2	3	4	1	6	1
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

*Less than one half of one per cent.

"Can you perhaps tell me approximately how many books you borrowed from the bookmobile in the past year? (PROB): How many? Number) "

	Total Visi- tors: Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
1 - 9	8	11	8	6	4	16	8	7	11	9	11	5	7	4	9	7	8	5	11	11
10 - 19	13	12	14	8	11	19	14	11	8	8	17	15	11	14	16	12	15	9	15	15
20 - 29	15	10	25	7	6	27	24	8	11	12	15	17	10	14	15	11	28	16	12	16
30 - 39	16	11	24	6	14	16	19	8	6	9	17	12	16	22	20	15	17	26	17	21
40 - 49	11	11	12	10	9	5	12	8	7	12	13	10	12	21	12	16	13	11	12	12
50 - 59	14	12	7	16	13	5	12	16	26	20	11	15	14	14	14	17	9	18	8	11
60 - 69	7	9	5	10	10	1	2	6	8	9	7	10	14	5	4	8	4	5	8	6
70 - 79	5	9	2	12	9	2	2	10	6	8	4	5	10	2	1	7	2	2	5	2
80 - 89	3	2	1	11	5	2	1	4	4	3	1	2	2	2	2	2	*	2	3	4
90 - 99	1	1	*	3	1	-	1	1	1	1	-	-	2	-	1	*	1	-	1	-
100 books and more	1	1	*	-	2	2	2	-	1	*	1	1	*	*	1	*	1	2	5	1
No books	*	-	-	-	-	-	-	-	*	*	1	1	-	-	-	-	-	-	-	-
No opinion	6	11	2	11	16	5	3	21	11	3	2	7	2	2	5	5	2	4	3	1
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

*Less than one half of one per cent.

"Were there books written in English among them? What proportion were in English - all of them, most of them, only a few or none of them?"

Total Visi- tors, Sample %	Yes, all of them	Yes, most of them	Only a few of them	None of them	No opinion	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaiserslautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
1						-	*	-	2	*	1	-	2	1	1	2	3	-	1	-	*	1	1	1
2						2	3	1	4	2	3	3	2	2	1	3	1	1	5	*	1	1	2	3
19						13	20	7	16	15	23	19	27	22	17	21	31	16	19	16	14	16	16	22
77						84	76	91	75	82	71	77	66	72	78	73	64	82	75	84	83	81	80	73
1						1	1	1	3	1	2	1	3	3	3	1	1	1	-	-	2	1	1	1
100						100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

As a rule do you only read the books you borrow, or do your relatives and friends also have a chance to read them?"

Yes, share books	63	59	67	70	47	60	54	62	60	60	61	68	61	69
No, only I read them	37	41	33	30	53	40	46	38	40	39	39	32	38	30
No opinion	*	-	*	*	-	-	-	-	*	1	*	-	1	1
	100	100	100	100	100	100	100	100	100	100	100	100	100	100

*Less than one half of one per cent.

"If 'Yes, share books':
On the average, how many people
also read the books you borrow?"

	Total Visi- tors' Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
One person	37	59	24	32	37	41	49	27	45	31	60	33	42	37	33	39	28	18	28	36
Two persons	39	31	49	40	32	35	36	39	39	49	25	39	33	46	41	38	42	41	35	34
Three persons	16	5	17	17	17	15	9	20	8	11	11	21	16	12	15	16	23	22	25	20
Four persons	5	1	5	10	11	2	3	9	2	4	2	5	2	4	5	5	5	15	7	6
Five persons	2	2	4	-	3	2	-	3	1	2	1	2	5	1	-	1	2	4	2	2
Six persons	*	1	-	1	-	1	-	2	1	-	-	-	1	-	-	-	-	-	2	-
Seven persons	*	-	-	-	-	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-
Eight persons	*	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Nine persons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Ten persons	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
More than ten persons	1	-	1	-	-	3	2	-	2	2	1	-	1	-	5	1	-	-	1	2
No opinion	*	-	-	-	-	-	-	-	2	1	-	-	-	-	-	-	-	-	-	-
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

*Less than one half of one per cent.

"Can you tell me what induced you to visit the bookmobile for the first time? What or who drew your attention to it?"		Total Visi- tors, Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
Relatives, friends		53	40	61	57	58	43	47	53	54	53	35	58	58	55	52	46	60	55	52	54
Invitations		1	*	-	*	*	1	2	-	2	-	1	2	-	2	*	1	-	1	1	2
Press		11	7	11	4	6	11	17	14	15	12	11	5	6	14	16	4	13	13	18	21
Radio		*	2	*	*	*	*	*	-	-	-	*	*	-	-	*	-	*	-	-	-
Posters		6	2	1	3	1	18	5	2	1	1	22	7	4	3	2	18	5	2	15	6
Bookmobile		28	45	24	34	30	38	19	30	35	35	20	28	29	20	24	29	19	22	17	24
Other sources of information		5	5	3	4	3	2	11	2	8	7	15	5	8	6	7	3	3	9	1	4
No opinion/No answer		1	-	1	*	3	-	1	1	*	*	-	1	*	2	3	*	3	1	-	-
		105@	101@101@	101@	102@	101@	113@102@	102@	102@115@	108@	104@	104@	106@105@	105@	102@	104@101@	101@	103@	103@104@	104@	111@

*Less than one half or one per cent.
 @Some respondents gave more than one answer.

F - I have nothing to criticize about the bookmobiles. They are very good the way they are

	Total Visi- tors' Sample %					
Yes, justified	91	80	93	92	90	87
No, not justified	6	19	6	6	7	6
No opinion	3	1	1	2	3	7
	100	100	100	100	100	100
% Essen I				92	90	87
% Essen II				92	90	87
% Essen III				92	90	87
% Freiburg				92	90	87
% Hamburg				92	90	87
% Hannover I				95	95	95
% Hannover II				94	94	94
% Kaisers- lautern				79	14	7
% Kassel				87	7	6
% Kiel				86	11	3
% Koblenz				97	1	2
% Mannheim				85	6	9
% Marburg				95	1	4
% Muenchen				89	7	4
% Nuernberg				94	2	4
% Regens- burg				95	2	3
% Stuttgart				95	4	1

"Wherein do you see the chief value of the bookmobiles - would you please read the views listed here and then tell us which one of these views you would name in the first place? And which you would put in last place?"

First place:

A - The bookmobile provides entertainment and diversion	40	40	38	53	46	36	39	33	23	27	38	42	31	47	34	53	48	42	46	41
B - Through the bookmobile one learns something about America and its people and acquires a better understanding of them	34	35	37	31	34	32	36	35	44	34	26	43	47	23	27	42	26	28	35	40
C - The bookmobile affords the chance to enlarge one's knowledge	30	22	20	29	23	25	37	26	26	33	37	39	40	30	32	27	26	28	37	36
D - The bookmobile affords the chance of informing oneself on things of which one can make practical use	5	2	4	4	2	3	6	4	7	5	6	17	12	1	5	3	4	2	7	5
No opinion	4	1	3	3	*	10	3	4	*	1	1	5	3	1	4	7	1	2	9	1
	113@	100	102@	120@	105@	106@	121@	102@	100	100	108@	146@	133@	102@	102@	132@	105@	102@	134@	123@

* Less than one half of one per cent.
 @ Some respondents gave more than one answer

"How do you go about it, as a rule, when visiting the bookmobile?"	Total Visi- tors' Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
1 - Do you have a particular book in mind on arriving?	16	10	10	4	10	22	17	10	30	16	14	17	12	16	27	5	26	13	22	12
2 - Do you ask the staff to recommend a book to you?	43	81	55	22	39	46	33	38	56	51	47	42	20	31	49	26	50	37	37	63
3 - Do you look over the books on hand and then make your choice?	52	8	34	76	50	32	54	72	59	56	58	61	82	62	62	73	19	49	53	31
4 - Or do you mostly make your choice with the aid of the card catalogue?	4	-	8	*	4	4	10	1	13	8	1	1	3	1	1	*	19	3	1	1
No opinion	1	2	-	*	-	-	-	-	-	-	1	1	-	-	1	1	-	3	1	1
	116@	101@107@	102@	103@	104@114@	121@158@	121@	122@117@	110@	140@105@	114@	105@114@	108@							

* Less than one half of one per cent.
 @ Some respondents gave more than one answer.

"Concerning which areas of American life would you like to read more books? Please use this card. Which of these areas are you most interested in? Which is in first place, and which is in last place?"

First place:

A - American educational and school system	8	3	6	7	16	7	10	5	6	5	4	20	9	6	7	11	5	5	14	9
B - Political life, government, local government in America	8	6	6	9	12	11	7	7	4	3	5	14	11	7	6	12	5	3	12	10
C - Social problems in America	11	9	4	18	11	15	11	5	5	18	5	29	16	6	5	18	12	3	15	12
D - Social services in America	8	4	3	15	6	11	5	3	4	2	6	23	12	1	5	16	7	3	13	8
E - Relationship between employers and employees in America	4	5	1	9	5	5	6	1	1	1	2	12	6	1	2	5	4	1	6	6
F - Church and religious life in America	4	2	3	13	8	4	4	3	2	4	3	9	5	2	4	7	2	4	4	5
G - Cultural fields in America	18	10	12	17	14	21	19	16	22	16	8	32	27	14	12	23	15	13	12	33
H - American outlook on life, way of life	30	26	28	29	39	40	25	20	25	22	24	39	40	24	18	39	33	30	29	35
I - American family life	25	22	25	29	16	21	19	22	20	13	21	39	26	33	16	37	24	24	34	27
J - American press and radio	3	2	-	3	3	8	*	*	2	-	2	9	6	-	1	5	-	-	3	3
K - Economy, industry and technology in America	13	9	11	13	7	18	16	9	9	11	15	26	19	9	15	16	10	8	15	13

* Less than one half of one per cent.

"Concerning which areas of American life would you like to read more books? Please use this card. Which of these areas are you most interested in? Which is in first place, and which is in last place?"

First Place:

% Sample	% Tota	% Visi-	% tors'	% Sample
140@	2	3	3	3
100	*	2	2	1
108@	3	5	1	1
171@	5	2	2	2
144@	1	3	3	3
144@	1	3	3	3
168@	1	3	3	3
131@	3	3	3	3
100	3	3	3	3
106@	4	2	*	1
101@	2	4	*	1
110@	2	11	2	2
265@	*	1	12	7
189@	1	4	7	2
111@	2	4	2	1
106@	5	9	1	7
196@	*	*	4	4
122@	-	1	4	4
100	1	1	4	4
162@	1	-	4	4
165@	2	1	4	4
Stuttgart				
Regens-				
burg				
Nuernberg				
Muenchen				
Marburg				
Mannheim				
Koblenz				
Kiel				
Kassel				
Kaisers-				
lautern				
Hannover II				
Hannover I				
Hamburg				
Freiburg				
Essen III				
Essen II				
Essen I				
Bremen				
Berlin				

* Less than one half of one per cent.

@@ Some respondents gave more than one answer.

"Concerning which areas of American life would you like to read more books? Please use this card. Which of these areas are you most interested in? Which is in first place, and which is in last place?"

Last place:

A - American educational and school system	5	8	5	8	4	6	3	4	2	5	6	2	6	7	4	5	2	8	4	5
B - Political life, government, local government in America	15	20	9	5	10	15	11	16	12	13	23	18	12	17	19	14	15	27	12	9
C - Social problems in America	2	2	1	4	5	2	1	2	1	*	1	*	2	2	2	2	2	6	3	2
D - Social services in America	1	1	1	3	1	3	*	*	1	-	1	-	1	1	1	1	*	1	1	2
E - Relationship between employers and employees in America	4	6	2	5	6	4	3	4	8	4	3	2	4	4	6	3	9	6	1	6
F - Church and religious life in America	11	17	8	10	5	7	11	14	13	10	7	11	15	7	14	9	14	8	14	,7
G - Cultural fields in America	1	1	*	5	6	2	1	1	1	-	*	-	1	-	3	2	*	-	2	2
H - American outlook on life, way of life	2	-	-	4	5	2	1	1	1	1	1	1	-	*	1	1	2	2	4	2
I - American family life	3	*	*	5	5	4	3	3	1	2	1	2	2	1	2	2	2	2	1	7
J - American press and radio	7	12	10	5	7	7	5	8	7	6	13	9	4	6	5	4	12	14	6	5
K - Economy, industry and technology in America	8	11	16	8	16	12	6	9	6	6	7	6	6	12	6	9	7	6	4	7
L - Agriculture in America	24	19	41	15	19	19	33	31	40	42	23	14	19	31	20	12	31	17	18	25
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
No opinion	17	3	7	23	11	17	22	7	7	11	14	35	28	12	17	36	4	3	30	21
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* Less than one half of one per cent.

"Approximately how often do you read the newspaper during the week? How about the past year, for instance?"

"Approximately how often do you read the newspaper during the week? How about the past year, for instance?"	Total Visi- tors, Sample %	§ Berlin	§ Bremen	§ Essen I	§ Essen II	§ Essen III	§ Freiburg	§ Hamburg	§ Hannover I	§ Hannover II	§ Kaiserslautern	§ Kassel	§ Kiel	§ Koblenz	§ Mannheim	§ Marburg	§ Muenchen	§ Nuernberg	§ Regens- burg	§ Stuttgart
6 times a week, daily	75	72	85	66	75	77	73	82	75	76	82	69	89	71	79	70	63	75	59	81
4 - 5 times a week	4	5	1	1	3	2	8	2	6	4	2	4	1	1	2	3	3	7	18	2
2 - 3 times a week	6	7	1	8	6	6	9	7	5	1	5	5	5	5	6	7	13	6	8	4
Once a week	3	7	3	5	1	2	3	2	4	3	1	4	2	0	2	5	8	4	5	2
2 - 3 times a month	1	1	-	-	1	*	1	-	-	*	1	-	*	1	1	-	2	-	-	1
Once a month	*	1	1	*	-	-	-	-	-	*	-	1	-	1	1	*	*	-	1	1
Less than once a month	1	*	-	*	-	1	-	2	1	-	-	1	-	*	1	-	1	-	1	1
Don't read the newspaper	10 100	7 100	9 100	20 100	14 100	12 100	6 100	5 100	9 100	16 100	9 100	16 100	3 100	13 100	8 100	15 100	10 100	8 100	8 100	8 100

%
Sample

% Berlin

% Bremen

% Essen I

% Essen II

% Essen III

% Freiburg

% Hamburg

% Hannover I

% Hannover II

% Kaisers-
lautern

% Kassel

% Kiel

% Koblenz

% Mannheim

% Marburg

% Muenchen

% Nuernberg

% Regens-
burg

% Stuttgart

"In all, approximately how many books have you read during the past year, books you bought as well as borrowed? (Number)

	Total Visi- tors' Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
1 - 9 books	2	2	2	1	3	2	3	2	*	2	5	4	3	*	3	1	*	4	7	3
10 - 19 "	7	5	11	7	5	7	9	7	3	5	9	5	3	4	10	7	5	12	15	6
20 - 29 "	11	9	16	4	7	10	12	10	6	9	15	13	9	11	16	4	14	12	12	11
30 - 39 "	11	7	21	7	7	9	15	8	9	10	13	9	11	10	12	10	9	14	14	17
40 - 49 "	9	6	14	8	8	8	10	4	6	5	11	9	9	18	12	11	13	9	9	7
50 - 59 "	16	13	16	17	19	15	13	17	12	13	15	13	14	17	16	18	15	13	13	19
60 - 69 "	9	10	4	9	8	8	13	9	8	14	5	11	8	14	8	10	11	6	6	9
70 - 79 "	5	7	2	6	10	4	3	5	9	3	5	5	4	5	3	7	3	3	3	3
80 - 89 "	5	6	2	11	7	4	4	5	9	7	5	3	7	4	3	9	2	4	4	3
90 - 99 "	2	1	1	2	2	2	2	1	2	3	-	*	1	2	3	*	1	1	1	1
100 books and more	1	2	1	2	2	1	1	2	1	*	2	*	-	*	-	-	2	2	2	-
No books	*	-	-	-	-	-	-	*	*	-	*	*	-	*	-	-	-	1	1	-
No opinion	22	32	10	26	22	30	15	30	35	29	15	28	28	13	14	23	17	13	13	18
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

* Less than one half of one per cent.

"Have you ever heard the program 'The Voice of America' over the radio? (Approximately how often during the past year?)	Total Visi- tors' Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
Yes, 4 - 6 times a week	12	53	7	5	6	1	3	1	6	7	18	16	2	7	18	14	15	9	15	16
Yes, 1 - 3 times a week	17	21	8	15	9	10	12	7	7	7	27	22	7	11	19	28	39	31	19	22
Yes, 1 - 3 times a month	16	6	32	11	6	14	20	12	16	10	20	18	10	13	20	27	18	28	14	21
Yes, less than once a month	9	4	13	7	4	5	17	7	9	13	12	7	10	9	13	8	7	7	14	12
Yes, I heard it in the past	16	9	18	10	17	14	24	11	18	14	6	23	17	31	19	14	13	11	20	21
No, I have never heard it	29	6	22	50	54	54	22	62	44	48	16	14	52	24	11	9	8	12	16	8
No opinion	1	1	~	2	4	2	2	*	*	1	1	-	2	5	-	*	-	2	2	*
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

* Less than one half of one per cent.

"Have you ever visited an Amerika-Haus? (Approximately how often during the past year?)"	Total Visi- tors, Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
Yes, 12 or more times	1	2	-	-	*	1	*	2	1	*	2	3	1	*	5	1	3	1	2	*
Yes, 7 - 11 times	1	*	-	*	-	1	*	-	*	*	*	1	1	1	2	-	*	1	1	*
Yes, 4 - 6 times	1	1	-	-	*	*	1	1	*	-	-	*	-	*	1	1	2	2	1	-
Yes, 2 - 3 times	2	4	3	*	1	1	4	3	2	2	4	2	4	2	6	*	3	1	1	2
Yes, only once	5	5	3	6	4	6	4	5	8	4	6	4	8	6	7	3	5	2	2	5
Yes, visited a center in the past	5	4	5	3	6	6	4	3	7	2	4	13	4	5	2	14	4	8	6	4
No, have never visited a center	$\frac{85}{100}$	$\frac{84}{100}$	$\frac{89}{100}$	$\frac{91}{100}$	$\frac{89}{100}$	$\frac{85}{100}$	$\frac{87}{100}$	$\frac{86}{100}$	$\frac{82}{100}$	$\frac{92}{100}$	$\frac{84}{100}$	$\frac{77}{100}$	$\frac{82}{100}$	$\frac{86}{100}$	$\frac{77}{100}$	$\frac{81}{100}$	$\frac{83}{100}$	$\frac{85}{100}$	$\frac{87}{100}$	$\frac{89}{100}$

* Less than one half of one per cent.

"Have you ever participated in an activity sponsored by an Amerika-Haus which was held outside the center itself, perhaps even in some other vicinity? (Approximately how often?)"

"Have you ever participated in an activity sponsored by an Amerika-Haus which was held outside the center itself, per- haps even in some other vicinity? (Approximately how often?)"	Total Visi- tors' % Sample	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
Yes, once	2	1	2	2	1	1	1	1	4	1	2	3	3	2	7	2	2	3	2	4
Yes, 2 - 3 times	2	1	*	1	1	1	2	1	3	-	3	6	3	1	7	4	1	1	2	2
Yes, 4 - 11 times	1	-	-	-	*	-	*	1	1	1	7	1	1	-	2	2	1	1	1	2
Yes, 12 times or more	1	1	*	-	*	*	-	-	-	1	2	1	1	-	1	1	2	1	1	2
No	94 100	97 100	98 100	97 100	98 100	98 100	97 100	97 100	92 100	97 100	86 100	89 100	92 100	97 100	83 100	91 100	94 100	94 100	94 100	90 100

■ Less than one half of one per cent.

"Can you tell me the name of the President of the United States of America?"	Total Visi- tors' Sample %												
		Right				Wrong				Don't know			
% Berlin	95	88	5	7	100	2	*	2	100	2	7	100	100
% Bremen	98	98	*	2	100	2	*	2	100	2	2	100	100
% Essen I	98	98	*	2	100	2	*	2	100	2	2	100	100
% Essen II	98	98	1	1	100	2	1	2	100	2	1	100	100
% Essen III	93	93	3	4	100	3	3	4	100	3	3	100	100
% Freiburg	94	94	3	3	100	2	2	3	100	2	2	100	100
% Hamburg	95	95	2	3	100	5	5	1	100	5	1	100	100
% Hannover 1	94	94	5	1	100	1	1	2	100	1	2	100	100
% Hannover II	97	97	1	2	100	1	1	2	100	1	2	100	100
% Kaisers- lautern	99	99	1	*	100	1	1	*	100	1	*	100	100
% Kassel	92	92	4	4	100	4	4	4	100	4	4	100	100
% Kiel	95	95	2	3	100	2	2	3	100	2	3	100	100
% Koblenz	92	92	3	5	100	3	3	5	100	3	5	100	100
% Mannheim	95	95	2	3	100	2	2	3	100	2	3	100	100
% Marburg	93	93	3	4	100	3	3	4	100	3	4	100	100
% Muenchen	96	96	2	2	100	2	2	2	100	2	2	100	100
% Muerenberg	95	95	1	4	100	1	1	4	100	1	4	100	100
% Regens- burg	89	89	4	7	100	4	4	7	100	4	7	100	100
% Stuttgart	96	96	2	2	100	2	2	2	100	2	2	100	100

Less than one half of one per cent.

"Have you heard of any peaceful, non-military uses of atomic energy?"

	Total Visi- tors' Sample %	Berlin %	Bremen %	Essen I %	Essen II %	Essen III %	Kreiburg %	Hamburg %	Hannover I %	Hannover II %	Kaisers- lautern %	Kassel %	Kiel %	Koblenz %	Mannheim %	Marburg %	Muenchen %	Nuernberg %	Regens- burg %	Stuttgart %
Yes	85	81	79	85	74	80	86	87	87	97	91	87	94	90	87	87	79	85	74	83
No	13	19	19	13	22	17	11	11	11	11	7	13	5	8	12	11	20	12	19	15
No opinion	2	-	2	2	4	3	3	2	2	2	2	-	1	2	1	2	1	3	7	2
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

IF "Yes":

"What countries have done the most in developing peaceful uses of atomic energy?" (Several answers possible)

	England USA France Russia Italy Other countries No opinion	Berlin %	Bremen %	Essen I %	Essen II %	Essen III %	Kreiburg %	Hamburg %	Hannover I %	Hannover II %	Kaisers- lautern %	Kassel %	Kiel %	Koblenz %	Mannheim %	Marburg %	Muenchen %	Nuernberg %	Regens- burg %	Stuttgart %
51	40	51	44	55	58	57	39	60	46	38	54	44	60	47	65	57	50	52	57	
82	82	84	80	76	85	82	84	88	88	65	83	83	80	74	93	74	94	80	81	
3	5	2	2	5	6	3	2	8	2	1	3	1	1	1	7	5	1	2	3	
13	9	32	6	8	17	14	12	13	14	1	9	10	11	5	21	17	14	6	15	
*	-	-	-	1	-	1	-	2	1	-	*	-	-	-	5	-	-	-	1	
7	9	7	4	2	5	1	9	10	8	3	11	13	4	5	13	12	6	7	1	
8	8	7	5	14	7	8	7	7	6	17	10	9	8	12	3	9	2	8	9	
164	153	183	141	161	178	166	153	193	165	125	170	160	164	144	202	174	167	155	157	

* Less than one half of one per cent

@ Some respondents gave more than one answer.

IF Multiple Answers to Preced-
ing Question:
"And which one of those has done
the most, in your opinion?"

Total Visi- tors' Sample %	Berlin %	Bremen %	Essen I %	Essen II %	Essen III %	Freiburg %	Hamburg %	Hannover I %	Hannover II %	Kaisers- lautern %	Kassel %	Kiel %	Koblenz %	Mannheim %	Marburg %	Muenchen %	Nuernberg %	Regens- burg %	Stuttgart %
16	10	10	21	17	14	21	11	13	9	22	8	11	23	24	13	23	12	20	16
70	76	76	69	63	73	69	72	75	79	56	77	71	63	60	79	59	84	69	69
*	-	1	1	-	1	1	1	-	-	-	1	-	-	-	-	1	-	-	1
1	1	2	1	-	2	1	1	2	*	-	1	*	1	1	1	1	-	1	-
-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
2	2	2	2	2	1	-	5	2	2	2	2	3	1	1	1	3	1	1	1
11	11	9	6	18	9	8	10	8	10	20	11	15	12	14	6	13	3	9	13
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

"As far as you know, in which
fields has atomic energy been
applied up to now?"

A - In the field of medicine	62	72	62	57	56	50	65	66	67	68	60	70	69	58	60	65	53	60	46	71
B - In the field of agriculture	14	19	13	15	17	6	14	12	18	16	15	17	16	6	9	21	14	20	10	14
C - In industrial production	50	44	23	42	19	13	23	37	36	29	43	30	43	19	32	47	26	21	12	30
D - In the generation of electricity	74	81	74	60	62	69	73	70	64	76	76	73	77	76	80	84	74	92	70	69
E - For the propulsion of ships and aircraft	64	71	62	66	52	59	65	71	67	69	60	73	78	36	63	72	59	64	50	72
No opinion	6	2	11	6	9	4	5	2	8	6	4	7	7	8	4	4	7	4	4	10
	250%	289	245	246	215	201	245	258	260	264	258	270	290	203	248	293	233	261	192	266

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

"Do you have some knowledge of English?"

Yes
No

Total Visi- tors' Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttg- gart
45	35	57	23	39	45	49	47	60	49	41	52	62	40	41	41	47	39	34	53
55	65	43	77	61	55	51	53	40	51	59	48	38	60	59	59	53	61	66	47
100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

IF "Yes":

"How good are you at reading English?"

Can read it only with
difficulty or can
hardly read it
Can read fairly well
Can read fluently
Read English as well
as German
No opinion

10	13	16	6	10	6	13	6	12	13	10	10	11	13	8	9	12	9	7	11
23	13	30	12	17	28	26	28	27	16	19	26	30	20	18	19	23	25	17	28
9	6	9	3	8	10	8	10	14	16	9	12	17	5	11	11	9	4	7	11
3	3	2	1	3	1	2	3	6	4	3	4	4	2	4	2	2	1	3	3
*	-	-	1	1	-	-	*	1	-	*	-	-	-	-	*	1	-	-	-
45	35	57	23	39	45	49	47	60	49	41	52	62	40	41	41	47	39	34	53

* Less than one half of one per cent.

"How necessary do you consider some Visi- knowledge of English in order to make the best use of these bookmobile libraries?"	Total Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
Very necessary	20	19	15	18	14	20	12	21	35	22	28	19	35	28	26	5	16	6	10	25
Somewhat necessary	28	33	45	26	24	21	24	30	25	35	26	32	28	18	34	25	26	33	17	24
Hardly necessary	14	13	10	8	17	14	21	14	7	13	7	17	13	14	17	20	17	16	12	14
Not necessary at all	30	31	23	35	31	31	32	27	24	23	34	29	21	24	14	48	26	41	43	32
No opinion	8 100	4 100	7 100	13 100	14 100	14 100	11 100	8 100	9 100	7 100	5 100	3 100	3 100	16 100	9 100	2 100	15 100	4 100	18 100	5 100

[illegible]

* Less than one half of one per cent.

"Which periodicals or pictorials were borrowed?"	Total Visi- tors' Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
1 periodical or pictorial	7	4	10	5	5	7	6	10	8	8	4	11	7	4	10	4	5	4	5	18
2 periodicals or pictorials	6	4	5	7	5	3	8	7	8	8	2	6	5	4	5	7	5	5	3	17
3 periodicals or pictorials	4	4	5	*	2	1	2	3	5	9	3	2	4	3	4	3	3	5	1	9
4 periodicals or pictorials or more	2	1	2	2	1	2	-	2	5	3	1	2	3	*	-	*	3	3	-	1
None were borrowed	81	87	78	86	87	87	81	77	74	72	90	79	81	89	80	86	84	83	91	54
No opinion/No answer	* 100	- 100	- 100	- 100	- 100	- 100	3 100	1 100	- 100	- 100	- 100	- 100	- 100	- 100	1 100	* 100	* 100	- 100	- 100	1 100

* Less than one half of one per cent.

"Which newspapers were borrowed?"						
Total Visi- tors' Sample %						
		1 newspaper	2 newspapers	3 newspapers	4 newspapers	None were borrowed
		1	*	*	-	99 100
						100 100
						99 100
% Berlin		-	-	-	-	100 100
% Bremen		3	-	-	-	97 100
% Essen I		*	-	-	-	100 100
% Essen II		*	-	-	-	100 100
% Essen III		1	-	-	-	99 100
% Freiburg		2	-	-	-	98 100
% Hamburg		1	-	-	-	99 100
% Hannover I		1	-	-	-	99 100
% Hannover II		2	-	*	-	98 100
% Kaisers- lautern		1	*	-	-	99 100
% Kassel		3	-	-	-	97 100
% Kiel		1	-	-	-	99 100
% Koblenz		-	-	-	-	100 100
% Mannheim		1	-	-	-	99 100
% Marburg		1	-	-	-	99 100
% Muenchen		*	-	-	-	100 100
% Nuernberg		-	-	-	-	100 100
% Regens- burg		1	-	-	-	99 100
% Stuttgart		1	-	-	-	99 100

* Less than one half of one per cent.

"Where did the respondent come from in order to borrow books?"		Total Visi- tors' Sample %	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
From the immediate vicinity of the bookmobile stop		47	81	44	63	76	85	33	28	33	39	49	47	32	59	38	50	24	42	43	26
From the district of the city where the bookmobile stops		30	17	38	29	15	7	33	30	48	45	32	30	38	30	32	35	28	30	14	38
From other parts of the city or municipality		18	2	16	2	5	1	25	38	17	10	16	22	27	9	25	11	37	23	28	33
From out of town (from where?)		2	-	1	-	1	*	4	2	1	1	*	*	1	1	3	2	10	5	5	2
From the plant before which the bookmobile stops		1	-	*	3	-	7	-	-	*	1	-	-	-	-	-	*	1	-	8	-
No answer		2	-	1	3	3	-	5	2	1	4	3	1	2	1	2	2	*	-	2	1
		100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

* Less than one half of one per cent.

"How long does it take to get to the bookmobile?"	Total Visi- tors' Sample %																			
		% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
Less than 5 minutes	37	45	17	31	46	54	29	21	31	30	45	42	31	35	36	52	26	52	41	25
5 ~ 10 minutes	28	27	31	42	29	28	32	24	27	31	33	28	25	31	28	29	23	20	19	28
11 ~ 15 minutes	17	13	19	15	19	9	18	21	22	23	14	13	16	16	22	13	21	13	15	18
16 ~ 20 minutes	8	7	10	6	3	2	8	16	10	10	6	9	15	3	12	3	12	3	9	10
21 ~ 30 minutes	6	6	11	4	2	2	9	10	6	4	1	5	7	5	1	3	10	4	9	14
31 ~ 45 minutes	2	2	2	1	*	1	3	6	4	2	1	3	6	1	1	1	7	1	4	4
46 minutes ~ 1 hour	*	-	*	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	1	*
1 hour and more	*	-	-	-	-	-	-	-	*	-	-	-	-	-	-	-	-	1	*	-
No answer	2 100	- 100	10 100	1 100	1 100	4 100	1 100	1 100	*	-	-	-	-	2 100	- 100	*	-	6 100	2 100	1 100

* Less than one half of one per cent.

"What means of transportation do you use to get to the bookmobile?"

% Sample	% Berlin	% Bremen	% Essen I	% Essen II	% Essen III	% Freiburg	% Hamburg	% Hannover I	% Hannover II	% Kaisers- lautern	% Kassel	% Kiel	% Koblenz	% Mannheim	% Marburg	% Muenchen	% Nuernberg	% Regens- burg	% Stuttgart
88	97	73	95	96	93	85	86	82	96	96	89	89	80	93	93	82	87	80	86
4	3	12	4	3	4	9	9	2	-	1	2	5	-	4	3	11	5	2	1
1	-	2	*	*	-	*	1	4	1	-	-	1	2	-	*	1	-	1	4
1	*	1	*	-	1	1	1	3	1	-	*	*	-	-	1	2	1	1	1
6 <u>100</u>	- <u>100</u>	12 <u>100</u>	1 <u>100</u>	1 <u>100</u>	2 <u>100</u>	5 <u>100</u>	3 <u>100</u>	9 <u>100</u>	2 <u>100</u>	3 <u>100</u>	9 <u>100</u>	5 <u>100</u>	18 <u>100</u>	3 <u>100</u>	3 <u>100</u>	4 <u>100</u>	7 <u>100</u>	16 <u>100</u>	8 <u>100</u>

* Less than one half of one per cent.

Percentage of Card Holders
in each Service Area

<u>Cardholder</u>	<u>Population</u>	Total Visi- tors' Sample %
(997)	(998)	
3.496	175.715	✂ Berlin
6.925	203.300	✂ Bremen
6.624	602.710	✂ Essen I
5.967	348.610	✂ Essen II
1.580	548.700	✂ Essen III
3.355	129.700	✂ Freiburg
9.555	250.800	✂ Hamburg
7.291	190.300	✂ Hannover I
6.298	98.100	✂ Hannover II
2.540	73.400	✂ Kaisers- lautern
3.385	99.900	✂ Kassel
3.998	291.400	✂ Kiel
5.225	106.900	✂ Koblenz
1.118	37.900	✂ Mannheim
2.471	70.900	✂ Marburg
11.685	152.050	✂ Muenchen
19.907	18.748	✂ Nuernberg
4.631	66.600	✂ Regens- burg
3.538	92.300	✂ Stuttgart
<u>91.589</u>	<u>3.558.033</u>	

